

## Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. (Currently amended) A method of enabling redemption of a ~~first-coupon~~, the ~~first-coupon~~ being printed on a surface and including machine-readable coded data ~~that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data~~, the method comprising the steps, ~~performed in a computer system~~, of:

sensing, using a sensing device, the machine-readable coded data to generate interaction data, the interaction data comprising identity data and position data identifying a position of the sensing device relative to the coupon;

receiving the interaction data representing interaction of the sensing device with the coded data, the interaction data enabling identifying the first-coupon from the interaction data to be identified in the computer system;

transmitting information identifying the first-coupon to a coupon administrator that is configured to redeem the first-coupon on the basis of the information; and

receiving, from the coupon administrator, redemption information indicating redemption of the coupon.

2. (Currently amended) The method of claim 1, further including the steps, ~~performed in the computer system~~, of:

receiving, from the coupon administrator, redemption information indicating redemption of the first-coupon; and

transmitting an electronic message to a telecommunication address, the electronic message indicating the redemption.

3. (Currently amended) The method of claim 2], wherein the ~~first-coupon~~ is disposed on a product label and includes human-readable information relating to the ~~first~~ coupon.

4. (Canceled)

5. (Currently amended) The method of claim 4], wherein the identity ~~at least some of the coded data~~ includes a unique product item identifier~~label identifier~~.

6. (Canceled)

7. (Currently amended) The method of claim 6~~5~~, wherein the unique product item identifier is an electronic product code.

8-9. (Canceled)

10. (Currently amended) The method of claim 1, wherein the interaction data includes further information in the form of a digital representation of writing or drawing on the ~~first coupon~~ by a user using the sensing device, the method further including the step; ~~performed in the computer system~~, of transmitting the further information to the coupon administrator.

11. (Canceled)

12. (Currently amended) The method of claim 11, further including the step of ~~receiving generating movement data in the computer system; said movement data~~ representing movement of the sensing device relative to the ~~first coupon and having been generated by the sensing device~~ using at least some of the coded data.

13. (Currently Amended) The method of claim 1, wherein the surface includes at least one human-readable question, the interaction data being indicative of an answer provided to the at least one question by the user interacting with the ~~first coupon~~ using the sensing device, the method including the step of identifying the first coupon at least partially in reliance on the answer.

14-17. (Canceled)

18. (Currently Amended) A system for enabling redemption of a ~~first coupon~~, the ~~first coupon~~ being printed on a surface and including machine-readable coded data ~~that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data~~, the system comprising:

~~a sensing device for sensing the machine-readable coded data to generate interaction data, the interaction data comprising identity data and position data identifying a position of the sensing device relative to the coupon; and~~

~~including a computer system programmed and configured to:~~

~~receive the interaction data representing interaction of the sensing device with the coded data, the interaction data enabling~~ identify the first coupon to be identified in the computer system from the interaction data;

~~transmit information identifying the first coupon to a coupon administrator that is configured to redeem the first coupon on the basis of the information; and~~

~~receive, from the coupon administrator, redemption information indicating redemption of the coupon.~~

19-27. (Canceled)

28. (Original) A product label including human-readable information and machine-readable coded data, the product label being configured for use with the method claim 1 or the system of claim 18.

29. (Currently amended) A method according to claim 1, ~~the coupon further including for enabling entry to a competition via machine-readable coded data on an a competition entry form and the interaction data includes data representing interaction of the sensing device with coded data on the competition entry form on a printed label of a product, the method including further comprising the steps of:~~

~~capturing receiving, in a computer system, interaction data from a sensing device; the interaction data representing interaction of the sensing device with the coded data on the competition entry form; the interaction data allowing the competition entry to be electronically captured in the computer system; and~~

~~transmitting the competition entry captured data to a competition administrator.~~

30-38. (Canceled)